

**MARCH  
2006**

# West Central Long Beach Community Planning Bulletin

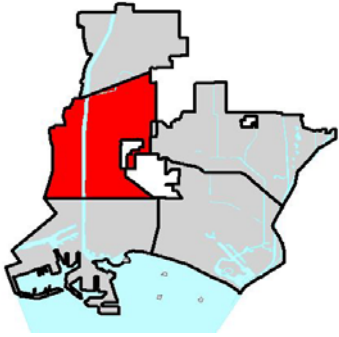
City of Long Beach ■ Department of Planning and Building  
Community and Environmental Planning Division

[www.longbeach.gov/plan/pb/cpd](http://www.longbeach.gov/plan/pb/cpd)



Revised March 6, 2006

## **THE BIG PICTURE**



### **General Plan Update (GPU) – Phase II Begins**

The City of Long Beach began a project a year and a half ago to update the General Plan. The General Plan provides the roadmap for the City's growth and development over the next 20 to 25 years. A General Plan reflects the community's vision through goals and policies that are implemented through strategic plans, land use plans, design guidelines, and zoning regulations.

The City of Long Beach is divided into five planning areas with a Community Planner assigned to each geographic area. This monthly bulletin is compiled by your community planner as a forum to update citizens on new developments and neighborhood issues as a way of keeping citizens involved in the planning process.

Please contact Steve Gerhardt, West Central Long Beach Community Planner, at (562) 570-6288 or via email at [Steve\\_Gerhardt@longbeach.gov](mailto:Steve_Gerhardt@longbeach.gov) if you have questions.

This bulletin is also available on the internet at:  
[www.longbeach.gov/plan/pb/cpd](http://www.longbeach.gov/plan/pb/cpd)  
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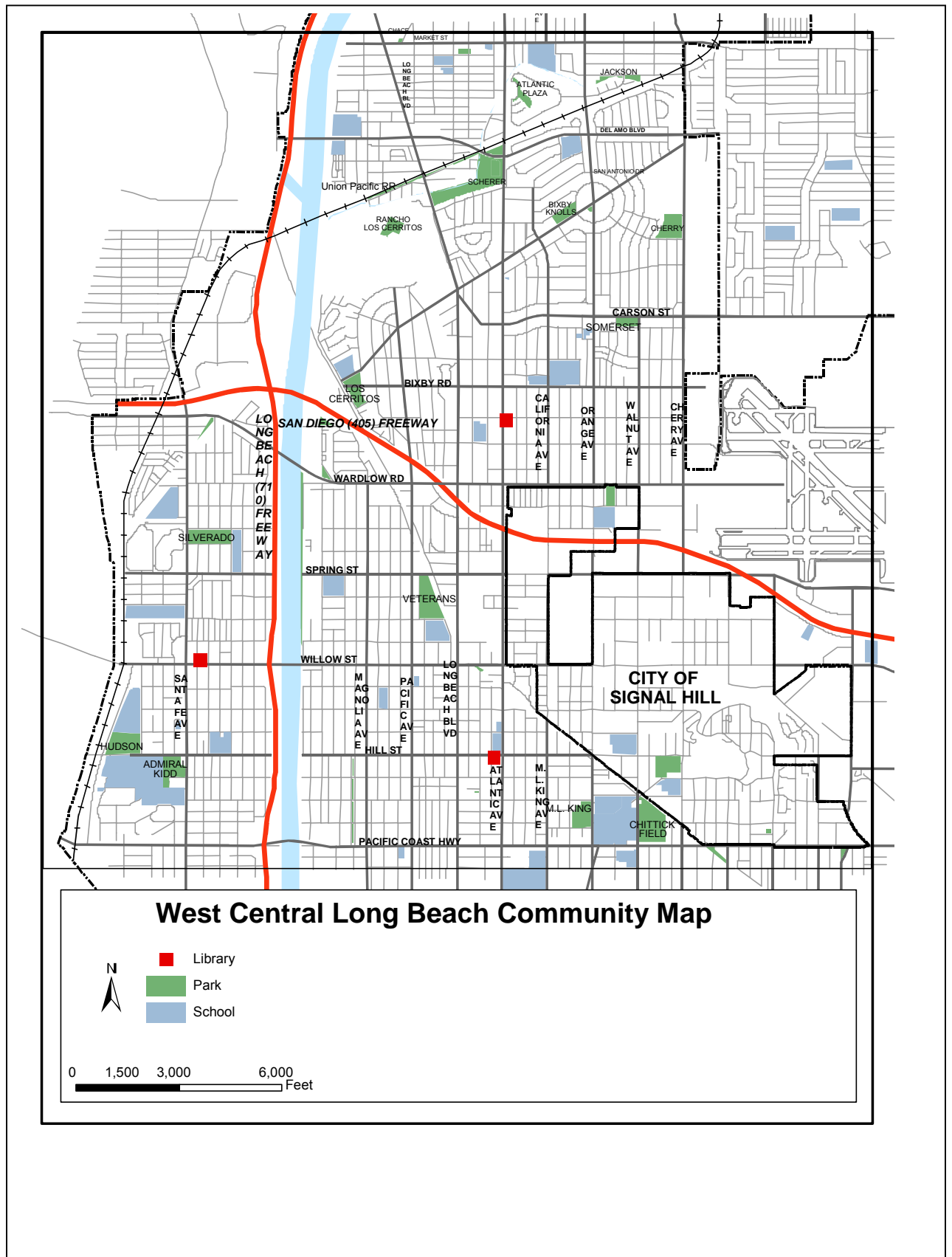
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The General Plan helps shape how the City will change over time. How will neighborhoods change, will there be new shopping areas, should there be mixed use development along major streets, what type of jobs and businesses will exist, what will future buildings look like, how will people move around throughout the City, what kind of streets, sidewalks and landscaping will there be, and most important, how will Long Beach continue to be a great place to live, work and play.

The first phase of the General Plan update is complete. Community Cluster Advisory Teams, made up of individuals from five Community Planning Areas came together to provide input and identify issues. Not surprisingly, these geographic groups identified many of the same issues and concerns.

Phase II of the General Plan update will kick-off in March 2006. During this process it will be important for the community to develop a shared vision for the future in Long Beach. There will be a creative and comprehensive public outreach program to shape the vision. If you have ideas about the various ways we can reach the widest possible audience, please tell us. We are interested in reaching out to faith-based groups, neighborhood watch, community service organizations and other public gatherings that would be good opportunities for public participation on the General Plan.

With your participation, we can shape a General Plan to reflect our shared values and vision, and provide a roadmap that takes Long Beach into the future. To that end, it is important that you let us know what types of community groups to contact to make sure that all segments of the population in Long Beach are involved with the process. Let City staff know about any organizations or gatherings, from garden clubs to sports leagues, that would provide the General Plan team with an opportunity to reach those groups. See [http://www.longbeach.gov/apps/advance\\_plan/index.html](http://www.longbeach.gov/apps/advance_plan/index.html) for more information.



**PENDING DEVELOPMENT PROJECTS**

**1. Menorah Housing, Atlantic Vernon Senior Housing  
Central PAC, Atlantic CEDC, and Council District 6**

The proposed project is a new 66-unit **very low-income senior housing** development with onsite amenities for residents, including a library, lounge and community room. On January 5, 2006, the US Department of Housing and Urban Development (HUD), announced a Section 202 **grant of \$8.2 million** for the development of the project. This funding was made available to only 8 cities in California this year. The project is within the **Central Long Beach Redevelopment Project Area** on a site that has been assembled of several parcels by the Redevelopment Agency for future development. Now that funding has been secured, the design will be refined. The project will be brought to the Planning Commission for entitlements in Spring 2006. JV

**2. Sports Park, Willow to Spring Streets, between California and Orange Avenues,  
California Heights Methodist Church**

This **regional sports complex** has gone through a series of design iterations to balance recreational needs with habitat preservation. Final designs for the facility will be discussed at the **April 4 City Council** meeting. JW

**3. 3747 Orange Avenue, California Heights Methodist Church (Case 0601-20)  
California Heights NA, Council District 7**

The proposed project is **replacement** of the existing **childcare building** with a **17,000 square-foot new facility** that will be **attached** to the **existing historic house**. Detailed design is being reviewed and localized traffic concerns are being analyzed. This project would require a zone change to allow the expansion of the existing non-conforming facility. No hearing dates have been set. SM

**4. 3748 Long Beach Boulevard, Medical Building (Case 0517-17)  
Los Cerritos Improvement Association, Bixby Knolls BIA, Council District 8**

The project is a **lot merger** in anticipation of the development of a **medical building**. The development project will require a site plan review. The lot merger will be heard by the **Zoning Administrator** on **March 20**. A hearing date for the site plan review of the development project will be set when the detailed project plans are submitted. LF

**5. 4442 Atlantic Boulevard, Bixby Knolls Shopping Center (Case 0602--03)  
Bixby Knolls BIA, Los Cerritos Improvement Association, Council District 8**

The project is a **demolition** of an existing 52,161 square-foot retail store (Robert's Department Store) and **development** of a **new 42,803 square-foot retail building (Marshall's)** and **5,000 square foot outlying retail/restaurant pad**. Staff is reviewing the initial application. A hearing date for the site plan review of the development project will be set when the revised project plans are submitted. LH

**6. 4000 Via Oro, Intex Recreation Corporation Distribution Center (Case 0511-04)  
West Long Beach, Council District 8**

The project is a **534,000 square-foot distribution warehouse** with approximately 50 truck bays near the intersection of Carson Street and Santa Fe Avenue adjacent to the 710 Freeway. Intex is an importer/manufacturer of inflatable toys sold around the world. The project will require a site plan review and amendment to an existing development agreement. Staff from various departments have reviewed preliminary plans and given comments to the project applicant. A hearing date will be set when the revised project plans are submitted. SM

**7. 4000-4040 Atlantic Avenue, New Retail Center (Case 0509-09)  
Bixby Knolls BIA, Los Cerritos Improvement Association, and Council District 8**

An **11,800 square-foot retail center** is proposed for SWC of Atlantic Avenue at Carson. A new design was submitted in this month and is undergoing staff review. 60 parking spaces will be provided. On March 1, a **community meeting** was held by **Councilmember Rae Gaeblich** at Nino's Restaurant. At that meeting, approximately 50 local residents expressed concerns about existing local neighborhood traffic conditions being worsened by the proposed project. The design of the center appeared to be acceptable to the community. No definitive information regarding potential tenants is currently available. This project application is being revised to respond to Staff comments and public concerns, and will be heard by the **Planning Commission** on **March 16**, beginning at 1:30 on in the Council Chambers. LF

**8. 3275 Cherry Avenue, Administration Building (Case 0508-02)  
Council District 7**

The project is a 7,943 square-foot new **administration building** at an **existing industrial facility**. This site plan review application is expected to be heard by **Planning Commission** on **May 4**. LH

**9. 2842 Temple Avenue, Warehouse Expansion (Case 0512-14)  
Council District 6**

The project is an **11,309 square-foot expansion** of an existing warehouse used for vehicle storage. This application is incomplete. MM

**10. 2367-2375 Long Beach Boulevard, Townhomes (Case 0511-38)  
Central PAC, Council District 6**

The project proposes **18-units** of for-sale **townhouses**, with access provided from the side streets and alley. The Olson Company, the project developer, presented this project to the Wrigley Association at its January 9, 2006 meeting. The application is not complete and no hearing date has been set. MM

**11. 3595 Santa Fe Avenue, Mobile Home Park Conversion (Case 0308-05)  
Council District 7**

The project proposes **converting an existing Windward Village mobile home park** from rental ownership to **condominium ownership** through the subdivision of the property into 306 lots. A change of zone is required as part of the project. This project is under staff review. A hearing before the **Planning Commission** is set for **April 6** beginning at 1:30 PM in the Council Chambers. JW

**12. 1925 Pacific Avenue, Springs of Hope Christian Ministries (Case 0508-23)  
Wrigley Association, Wrigley NAG, Central PAC, Council District 6**

A conditional use permit is requested from a **storefront church** operating **without a permit** within a pedestrian commercial district. The Wrigley Association, Wrigley NAG, Central PAC, and other groups expressed opposition to the proposal largely because it is not conducive to a pedestrian-oriented commercial zone. The project did not have the required deed restriction and signage for the off-site parking location at the time of the March 2 hearing, so discussion of the item before the **Planning Commission** was **continued** until **April 6**. LF

**13. Atlantic and 21<sup>st</sup> Street, Atlantic Avenue Homeownership Development  
Council District 6**

The project is a Long Beach Housing Development Company (HDC) project to provide **58 moderate-income workforce homes**. On January 23, the HDC hosted a meeting to present the six potential developers to the community. A large public turnout asked questions about the type of housing and potential for local participation in the construction of the project. The project will feature affordable attached homes for sale. The land acquisition and selection of the development team will be completed in the next few months. More community meetings will be held after the developer is selected and as the project progresses.

**14. 4400 Cherry Avenue, All Souls Cemetery (Case 0601-28)  
North PAC, Bixby Highlands NIA, Council District 7**

The proposal is a modification to a previous approval to allow the construction of a **new mausoleum**. The mausoleum is part of an overall master plan to add additional mausoleums in single-story and 3-story configurations and add to the existing mortuary. Hearing dates have not been set. LH

**15. 2368 Santa Fe Avenue, Entertainment Permit with Dancing, Barracuda Bar  
(Case 0512-30), Council District 7**

A 120-day **Probationary Permit** was issued on November 23, 2005, for an **entertainment permit with dancing** at the existing bar. The probationary period is administered as a condition of their business license.

### ACTIONS ON COMPLETED CASES

**16. 4100 Cherry, Self-Storage (Case 0512-30)  
Bixby Highlands NIA, Council District 7**

The proposed project is **conversion of an existing storage warehouse** through the reconstruction of the interior. The current open floor plan would be modified to provide 3 interior floors for individual storage lockers. A total of **56,592 square feet of new floor area** would be created within the existing building shell. This original project was denied by the City Council in March 2005. Since that time, the applicant has worked with the community to develop control measures to improve traffic conditions in the project area. This project requires a zone change from CHN to CS to allow the expansion and a conditional use permit with conditions of approval specific to the project. No hearing dates have been set. This project was **approved** by the **Planning Commission** on March 2 in concurrence with the 7<sup>th</sup> District Council Office. LF

**17. 1401 W. 34<sup>th</sup> Street, St. Luke Baptist Church (Case 0312-19)  
West LB, Council District 7**

The project is a request to **add approximately 1,580 square feet to the existing St Luke's Baptist Church** on two levels. The underlying zoning is R-1-N for single-family homes. Expansion of a non-conforming use in is not allowed, so the application calls for a zone change from R-1-N single family to I Institutional to allow the expansion, and standards variances for the spire height and reduced-width landscaping area, reduced parking spaces and building setbacks. This project was **approved** by the **Planning Commission** on February 2. Conditions were added during the hearing to address cut-through traffic in the parking lot and landscaping issues. JM

**18. 3225 Long Beach Boulevard, Condominium Conversion (Case 0512-11)  
Wrigley Association, Council District 7**

The proposed project is **conversion of an existing 56-unit apartment building** at the SWC with Pepper, just south of the 405 Freeway. The project site is within PD-29-1 and the Central Redevelopment Project Area. This project was **approved** by the **Planning Commission** on March 2 (Tentative Tract Map 64890). LF

### ANNOUNCEMENTS

**19. Let Your Voice Be Heard**

The primary purpose of this newsletter is to let the community know about pending projects so you can provide your opinion about them. If you have any issues about the projects listed above, please let me know as soon as possible. My job is to make sure public concerns are considered in every decision made in the West-Central Community Plan Area. You can comment on the projects during the public hearings, but the sooner you express your concerns, the more opportunity there will be to incorporate them into the process.

## **20. Other Sources of Information**

The City's website (***LongBeach.gov***) provides information on a broad range of topics. You can sign up for automatic notifications via e-mail (e-notify), including availability of agendas for the City Council and Planning Commission, availability of this and other Community Planning Newsletters, and press releases from the City Manager's office.

## **21. Project Review 101**

For typical projects, once an application is submitted, the project undergoes several stages of review. The first is to determine if the application is complete. Depending on the complexity of the application and the amount of pre-application consultation the project has received, this process can take up to one month. Once the application is deemed complete, the project is subject to internal staff review by various city departments. Projects can be approved by the Zoning Administrator or by the Planning Commission. All approvals can be appealed once to a higher body (in the order listed), with final action taken by that body. Planning Commission decisions are appealable to the City Council. Development projects with potential physical impacts are to environmental review that is conducted as part of the project review. Additional review procedures can be required, such as coastal, redevelopment or other agency review.

## **22. Street Improvements**

Street closures for repair and utility upgrades are common in many areas of the community. The following street closures have been identified:

- Long Beach Water, Water Lateral Conversions (562) 570-2326
  - Cedar, Chestnut, Pasadena and Linden, between Burnett and Hill
- Long Beach Public Works, Street Improvement
  - Cherry Avenue between Spring Street and Bixby Road

Projects to upgrade the streetscape of Pacific Avenue between PCH and Willow Street and others are coming up in this year's budget. Streetscapes include the street, crosswalks, and street furniture, including landscaping, benches, light poles and other fixtures. More detailed information will be available soon.

## **23. Code Enforcement**

The City of Long Beach has a complaint-based code enforcement system. This means that your input is a necessary part of the process. Code enforcement issues can include weed abatement, abandoned cars, illegal/unpermitted uses, and garage conversions. Recent cases in the West Central area have included unpaved parking lots, illegal retail signs, illegal motorcycle repair, illegal additions and structures, and failure to comply with conditions of approval. The best way to initiate code enforcement complaints is to call (562) 570-6421.

**IMPORTANT PHONE NUMBERS**

Council Member (6 <sup>th</sup> District), Laura Richardson	(562) 570-6816
Council Member (7th District), Tonya Reyes Uranga	(562) 570-6139
Council Member (8th District), Rae Gabelich	(562) 570-6685
Steve Gerhardt, West-Central Community Planner	(562) 570-6288
Police, toll free, anonymous, Gang Tip	(866) 426-4847
Police non-emergency calls	(562) 435-6711
Police narcotics tip line	(562) 570-7125
Community Policing, Marlene, CyAarron@longbeach.gov	(562) 570-9825
Animal Control Center	(562) 570-7387
Rats, Roaches, Vermin & Other – Environmental Health	(562) 570-4132
Pot Hole Patrol, reporting street pot holes	(562) 570-3259
Maintenance for City Traffic Signs	(562) 570-5264
Street Median Issues, Tom Shippey	(562) 570-4899
Abandoned shopping carts removal	(800) 252-4613
Objects on power lines, SCE Hazardous Conditions	(800) 611-1911, press 2, then 4
Property Maintenance, Building, Zoning Code Enforcement	(562) 570-CODE
Zoning Information	(562) 570-6194
Building Permit information	(562) 570-6651
Call Before you Dig (Underground Service Alert)	(800) 227-2600
Noise Complaint, Environmental Health	(562) 570-5650
Unlicensed food vendors Business License	(562) 570-6211, ext. 7
Unlicensed food vendors Health & Human Services	(562) 570-4219
Damaged Sewer lines from street trees	(562) 570-3259
City Park Issues, Tom Shippey	(562) 570-4899
Graffiti hotline, on private property	(562) 570-2773
Graffiti in City Parks	(562) 570-4895
Graffiti on City Beaches	(562) 570-1582
Graffiti on County flood control channel	(562) 256-1920
Graffiti on Union Pacific Railroad property	(714) 379-3376
Graffiti on Caltrans property	(213) 897-3656
Special Refuse Pick-ups (Free twice a year for large items)	(562) 570-2876
Public Service (listen to menu for options)	(562) 570-2700
Neighborhood Resource Center, Margaret Madden	(562) 570-1010
Storm Drain Hotline, report items dumped in storm drain	(562) 570-3867